

From Pursuit to Purpose

We live in a culture that promotes constant growth. You know that old saying, “If you’re not growing, you’re dying.” As an executive coach and entrepreneur, I agree with the need to grow. There are two different kinds of growth that I have experienced: Pursuit and Purpose. Both have their place and serves a purpose.

In Pursuit, the focus is more so on quantity over quality. How much we can get done and checked off the list? How much more can we do? How much more can we accomplish? At work, it’s the size of our budgets, the number of new openings or remodel projects, the deals we close, our titles and the endless list of responsibilities.

On the home front, we’re saving for our kids’ futures: colleges and weddings. We do so to provide them better opportunities. We want them to have a better life than we did and, in doing so, we’re focused on Pursuit. In Pursuit, we accumulate stuff, stuff upon stuff; purging the old stuff just to get new stuff. We accumulate from a physical point as well as from an emotional point.

The accepted norm is the recognition we seek via social media, as an individual or as an organization. How many likes? How many views? How many followers? It is a never ending cycle – the pursuit to collect and accumulate.

I’m sure many of you may have done that at one point or another in your life. Some of you are still in Pursuit, and there’s nothing wrong with that. I lived my 20 years in Corporate America as one long endless Pursuit. There’s no doubt that you’re having fun while

you’re pursuing, and there is an unbeatable feeling of what you define at the moment as success.

But like anything else, success comes with a price, too. We allow a tremendous amount of stress into our lives. It’s easy to lose track of why we do what we do. What we believe will make our families happy, will make our parents proud and will give us that financial security we’re all seeking is lost in this constant pursuit cycle. We actually think we’re in our top game.

The truth is we’ve just started playing. The top game comes when the shift happens – when Pursuit evolves to Purpose. Something clicks, and what we truly believed was personal power when we operated in Pursuit is simply a shadow to the power of Purpose.

You see, the power of Purpose goes beyond our own needs. It goes beyond the busy day-to-day transactional details. It goes beyond accumulating. It’s addressing a longing; a benevolent calling that grows beyond our physical view and even our physical space. It reaches out much further than we can imagine and impacts the masses for a greater good.

When we are on Purpose, we are finally still. And in this stillness we finally feel and hear our own breathe. We are in the moment and that is true power.

Our industry once had us traveling the country, building new locations and remodeling at the speed

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of light. Those days are few and far between now. It doesn’t mean it’s over – it just means there’s a different game; a deeper conversation on our brick and mortar world.

The savvy players in our industry come prepared with new and open mindsets, and they grant themselves the time to listen, learn and transition into this new game. For your brand New Year – what will you do differently? What will you do for yourself? What will you do for your Purpose? **CCR**



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